# Social Media Specialist

Certificate

## Program description

The Business Technology (BSTEC) Department prepares students with the technical skills and knowledge to be successful in a variety of business positions. This is a very flexible program that prepares students to work in a variety of industries, in a multitude of positions ranging from entry-level to managerial. Students will master office technology skills including MS Office and typing. In addition to technology skills, students will learn to be effective business communicators, team players, and leaders. To keep our program current, the BSTEC Department has an advisory committee comprised of experts from business and industry that volunteer their time to evaluate curriculum and help verify that our programs meet the current needs of employers. [Learn More](#)

## Key advisors

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## Program map

The following program map contains recommended courses to complete your degree or certificate. This document does not replace meeting with an advisor. In order to discuss your educational goals and plan, a meeting with an advisor is very important.

### First block:

| Courses: 15 credits | Credits | Complete? |
|---|---|---|
| ENGL& 101 - English Composition I | 5 | |
| BUSN 160 - Human/Labor Relations | 5 | |
| BSTEC 190 - Introduction to Web Design | 5 | |

Action items/milestones
- Declare your program of study/major
- Meet with your advisor to discuss this program map

### Second block:

| Courses: 15 credits | Credits | Complete? |
|---|---|---|
| BSTEC 195 - Social Media for Business | 5 | |
| MMD 110 - Multimedia Production or MMD 130 - Multimedia for the web | 5 | |
| BUSN 132 - Advertising | 5 | |

### Third block:

| Courses: 12 credits | Credits | Complete? |
|---|---|---|
| BUSN 135 - Business Mathematics | 5 | |
| VICOM 110 - Graphic Design I | 5 | |
| BSTEC 139 - Career Readiness Skills | 2 | |

Action items/milestones
- Meet with your advisor prior to completion of 45 credits

### Fourth block:

| Courses: 3 credits | Credits | Complete? |
|---|---|---|
| BSTEC 140 - Internship | 3 | |